

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT CREATIVE, INC.

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# The low-tar cigarette with the recessed tip.

*The thoughtful choice in low-tar smoking.*



Most low-tar cigarettes are flush-tipped. So tar buildup is flat against your lips.

But Parliament has the recessed tip. That means tar buildup never touches

your lips. All you get is that neat, clean taste.

So if you're trying to find a low-tar cigarette that tastes good, why not choose the one with the difference, Parliament with the recessed tip.



## Parliament

*Kings, Box and 100's*

Box: 14mg "tar", 0.8mg nicotine—  
Kings: 10mg "tar", 0.8mg nicotine—100's: 9mg "tar",  
1.0mg nicotine av. per cigarette, FTC Report Apr 75

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.



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